

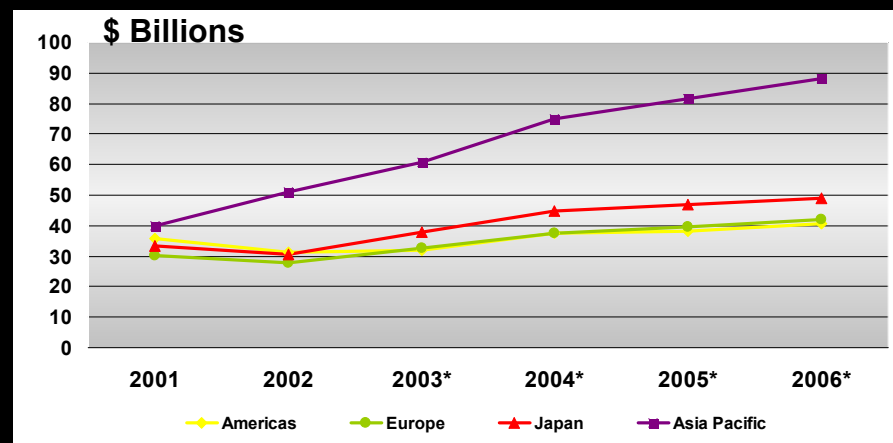
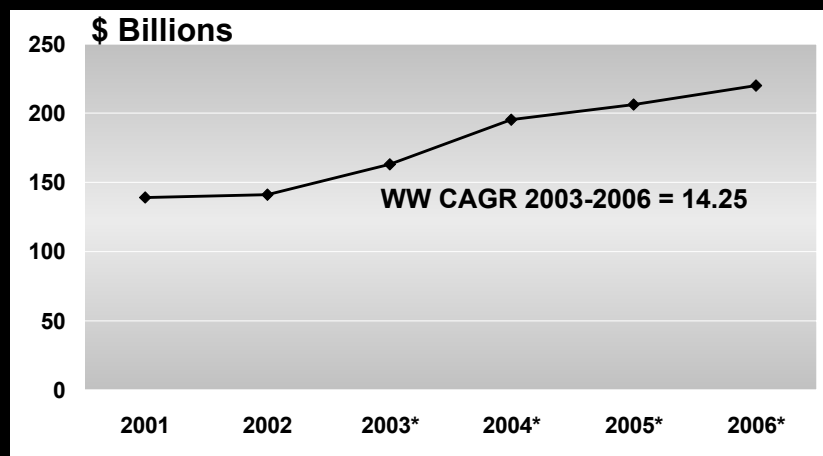


Henri Richard  
SVP, Sales and Marketing

November 6 2003

# Global Semiconductor Forecast

## Regional Semiconductor Consumption



Source: SIA Industry Forecast, November 2003  
\*Forecast

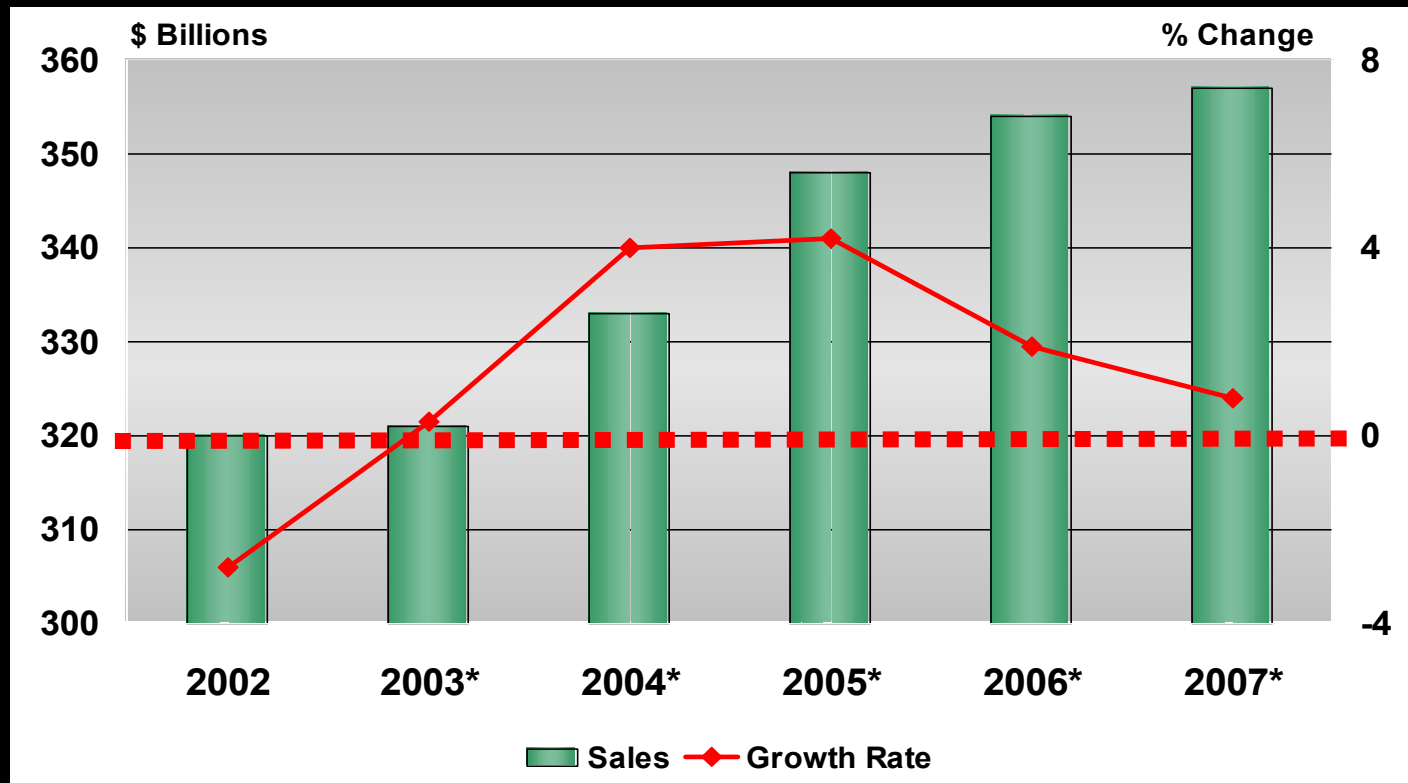
11/5/2003

# AMD's Asia-Pacific Focus



- Embracing competition
- Increased local presence
- CBE joint venture
- Dawning servers and supercomputers
- Flash in 7 of 10 top indigenous cell-phone makers

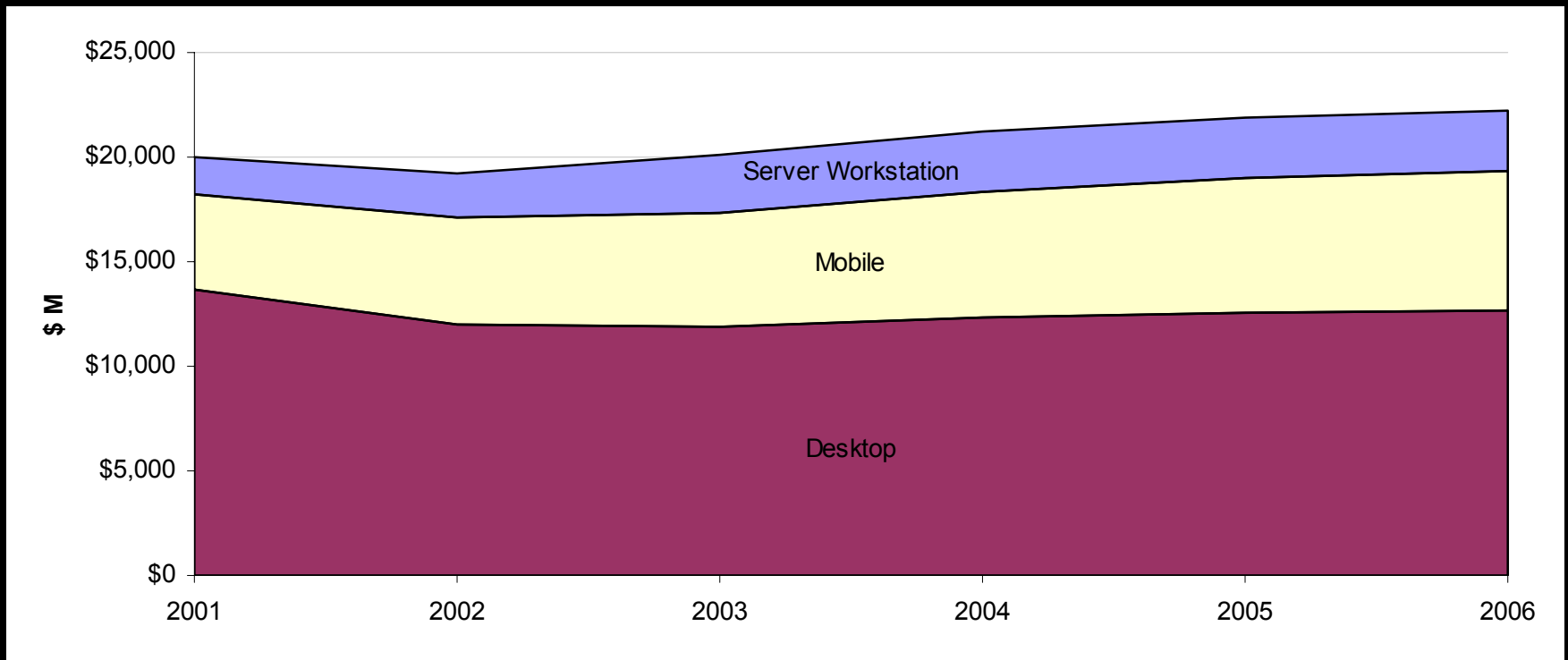
# IT Hardware Sales & Growth Rates



Source: Gartner Dataquest, June 2003

11/5/2003

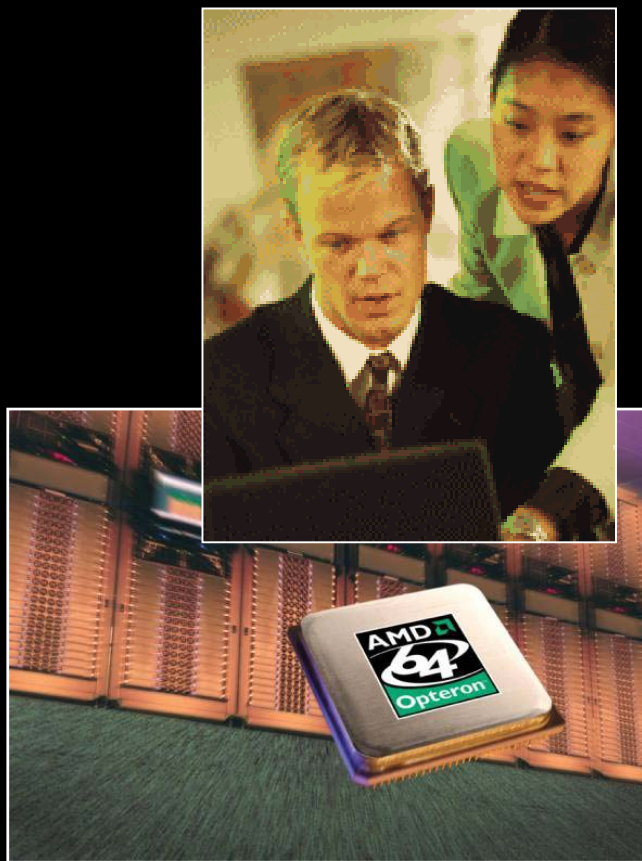
# Worldwide PC Processor Consumption



Source: AMD Estimate, 2003

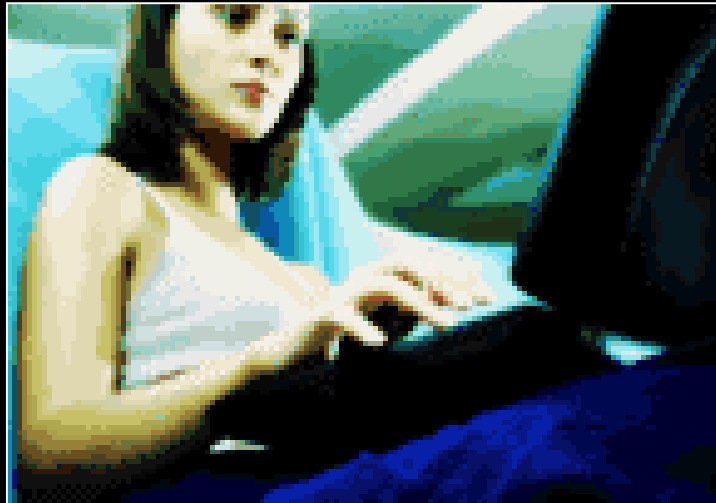
11/5/2003

- Flexible IT Architectures
- Decentralized IT Budgets
- Security



New information has doubled in the last three years – *UC Berkley*

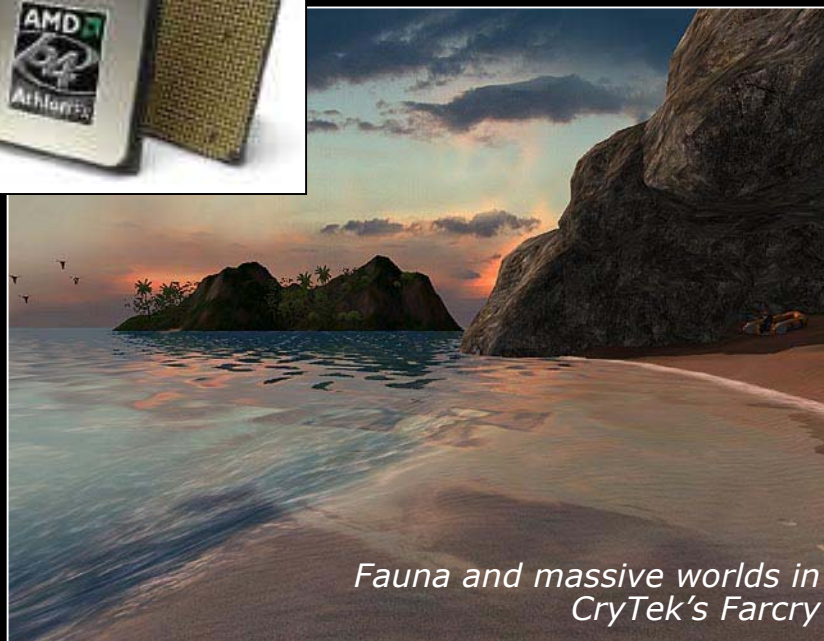
# Mobile Led by "Desktop Replacement"



- Mobile awareness growing
- Consumer market growing at nearly twice rate of commercial
- DTR remains dominant form factor through '08
- Wide-screens, high end CPUs, graphics, and connectivity driving market

**Source: AMD Estimate, 2003**

11/5/2003



"With 64-bit, that's going to last us for another 15 years and open up a whole new set of possibilities in gaming."

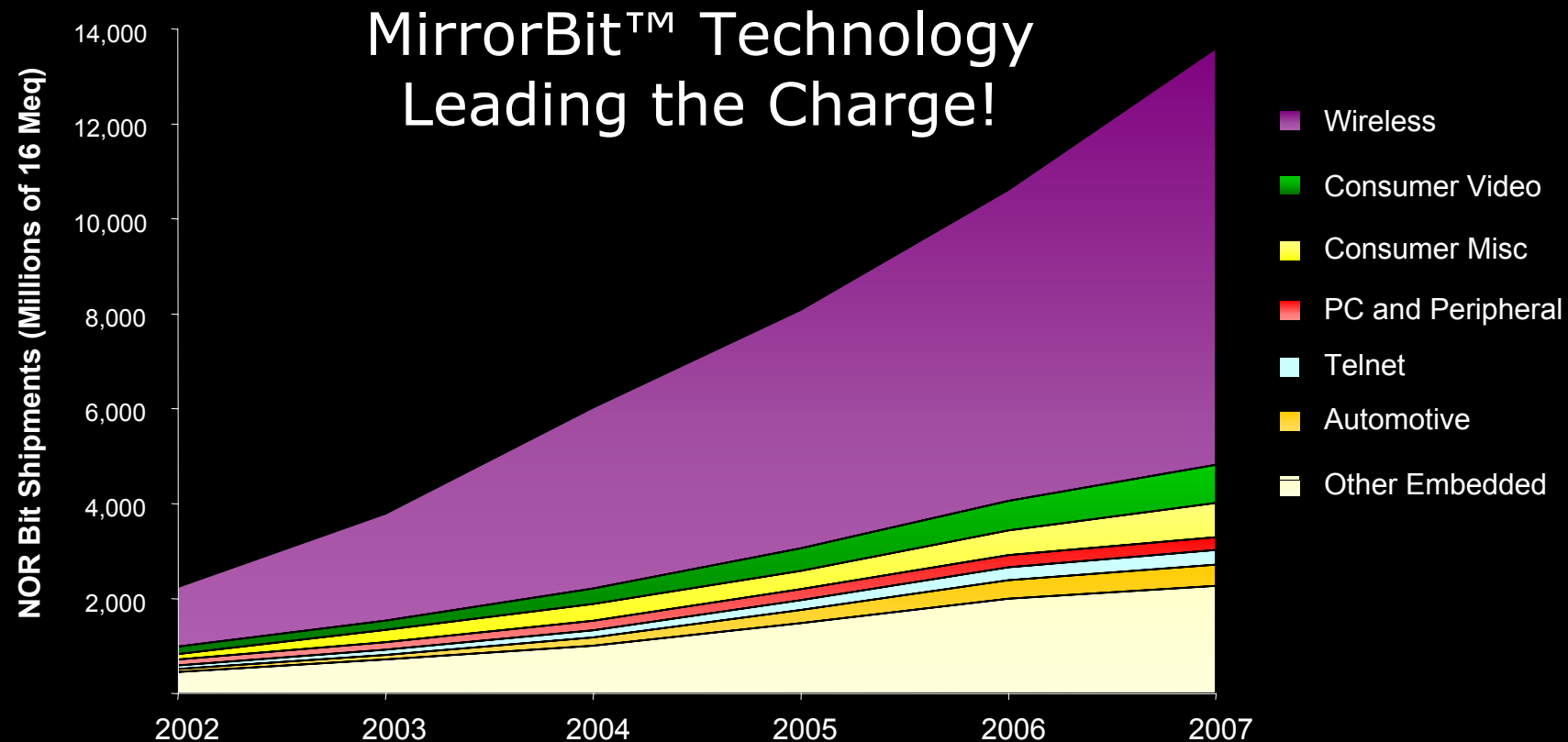
- Tim Sweeney, Founder, *Epic Games*

"The Athlon 64 is the first of five important technologies hitting over the next few months."

- Rob Enderle, *Enderle Group*



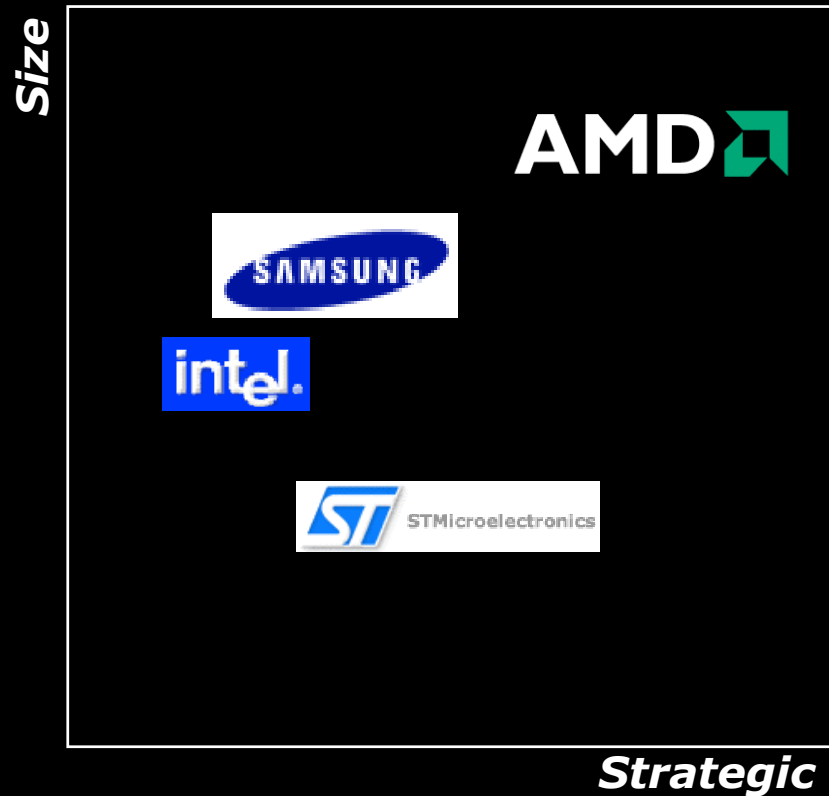
# NOR Bit Shipments by Segment



Source: AMD Estimate, 2003

11/5/2003

# NOR Flash Competition – Customer View



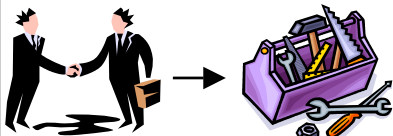
## Sales organizational changes driven by need to re-align with overarching strategy and goals

### Optimized key sales ratios and metrics

Sales In to Sales Out

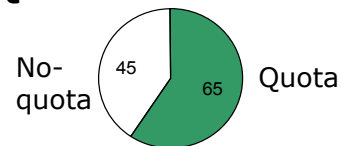


Sales Engineers to Application Engineers

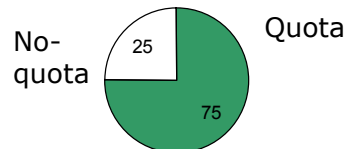


### More people put on quota (with higher quotas per person)

Q2 2002

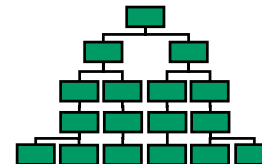


Q2 2003

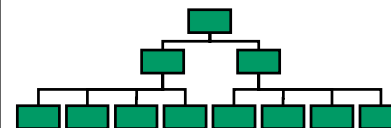


### Flatter organizational structure

Q2 2002



Q2 2003



### Pricing Optimization



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